LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1   1-20. Canceled

1   21. (New) An advertising method, comprising the steps of:

2   registering a plurality of users with a service system connected to a network,

3   each user registered in said registering step providing personal data about the user;

4   broadcasting an advertisement program to a plurality of user terminals,

5   wherein said broadcasting is performed according to policy data determined by an

6   advertiser wherein said policy data includes sales promotion contents and detailed

7   data for an article;

8   tracking selections made by one or more users with respect to one or more

9   advertisement programs in said service system through the network;

10   providing a user with a private page which presents information to said user

11   related to selections made by the user;

12   selectively presenting on said private page, using said service system and at

13   the request of the user, said detailed data; and

14   accounting, using said service system, to a broadcaster, advertising agency or

15   advertiser based on results of said selectively presenting step.

1   22. (New) The advertising method of claim 21 further comprising the step of

2   updating said policy data based on results of said selectively presenting step.

1   23. (New) The advertising method of claim 21 wherein said policy data includes

2   customer data describing qualities of a type of customer based on age or sex, and said

3   selectively presenting step presents said detailed data which is related to said customer

4   data.

1   24. (New) The advertising method of claim 21 wherein said policy data includes

2   external data describing one of weather and time zones, and said selectively

3   presenting step presents said detailed data which related to said external data.